

BOOK REVIEW

CONSUMERS PROTECTION

Cătălina Soriana Sitnikov*
University of Craiova, Craiova, Romania

2011 was ended by ASE publishing house with a number of valuable publications. The prestigious “Mercur” collection came with a new title “Protecția Consumatorilor” written by PhD. Prof. Vasile Dinu.

“Protecția consumatorilor” is a unique work, dealing with the complex area of consumer protection in terms of ensuring and protecting their rights and interests.

“Protecția consumatorilor” is an original work which comes up with a new vision on consumers and their protection through both a comprehensive theoretical approach and a practical one based on numerous examples. In addition, the solid methodological framework built, provides the steps for implementing the policies and practices in this area. The main approach of the book is based on the idea that the consumer, as a generator of need and goods demand, plays an important role in the market mechanism, being the reference for companies and manufacturers. Also, the book strongly emphasizes the idea that in this age of information, there is a shift of the gravity center from producer market to consumer market, and therefore, the scene is dominated by the consumer.



The paper is structured in eight chapters, covering major topics of consumer protection: the need for consumer protection, consumer rights, legislation, policies and implementation.

In the first chapter, the book studies the concept of consumer, and its types, the concept of consumers protection closely linked to the consumers types and, not least, the need for consumer protection which, during recent years, turned to become crucial.

Trying, successfully, to fit consumers' protection on levels, the second chapter presents definitions and concepts of international consumer protection, using the guiding principles of consumer protection, their fundamental rights and the global organizations and institutions involved in consumer protection.

* Author's contact: e-mail: inasitnikov@yahoo.com

The third chapter, and one of the largest, provides a detailed overview of consumer protection at EU level. Well-documented and interesting structured, the chapter reviews the major themes enlisted on the track of the dynamics of the European policy built for consumer protection, legal and institutional framework for the protection of European consumers, the European policy and strategy regarding consumers protection and, not the least, cooperation among national authorities responsible for enforcement and implementation of European legislation in the field.

Among EU countries, Romania's place is clearly defined in the fourth chapter, through a detailed presentation of legislative and institutional frameworks which are responsible and involved in the creation and implementation of policies and actions dedicated to consumers' protection.

The fifth chapter, one of the most important in the book, is structured in two parts: the first one familiarizes the reader with basic elements and concepts of economic competition, while in the second, to continue with the presentation of the indissoluble link between competition policies and consumer in terms of his/her protection.

Consumers' protection features as well as the issues that it raises, and which fall within the area of product safety, unfair trade practices, prices enlisting, sales practices, electronic commerce, consumer/consumption credit, are widely presented in the sixth chapter.

Consumers need information and education, to achieve the maximum benefits from participation in the act of buying-sale. In this context, the seventh chapter presents the importance and the need to educate and inform the consumer in terms of a clear differentiation between educational activity and information activity. It is clear that education is preliminary to consumers information, being the ground for developing consumers' ability to use the information collected in order to make the best consumption decision.

The last chapter is entirely dedicated to the means and ways of defending the rights of consumers. There are enlisted various actions as aggressive business practices and the impact of an aggressive publicity, poor quality and lack of any safety and security features associated with products lead, on one hand, to the violation of consumers rights and interests and an increase in the number of complaints and, on the other hand, to the development and implementation of effective forms of action, used to protect consumer rights.

The book "Protecția consumatorilor" presents clearly and detailed the theoretical aspects of consumer protection and its specific concepts, supplemented and explained by numerous legislative and regulatory examples, featuring the book as a useful tool for both professionals and practitioners from all economic fields in their work dedicated to consumer protection activity and to studying the customer playing the role of consumer.

Based on the theories presented and analyzed, on the extensive legislative and regulatory documents and resources used which completes the study of links between producers and consumers, the book "Protecția consumatorilor" makes an important contribution to developing this area and to enriching the specific knowledge, being a notable reference in the literature.

About the author**DINU VASILE****PhD Professor****Department of Business, Consumer Sciences and Quality Management****Faculty of Commerce****Academy of Economic Studies, Bucharest**

Areas of competence: commodities science and selling goods techniques, consumer protection and standardization-certification. Representative books are: *Merceologia produselor nealimentare*, *Fundamentele științei mărfurilor (coordinator)*, *A vinde cu succes în comerțul cu amănuntul*, *Tehnici și reguli de vânzare personală*, *Protecția drepturilor și intereselor consumatorilor*, *Standardizarea și certificarea produselor și serviciilor*. He published as author, co-author and coordinator, 15 books, courses and numerous articles and studies published in journals, recognized by CNCSIS and indexed in international databases and in the volumes of national and international conferences and workshops.

Awards and certifications granted: • Excellent Professor Award, Ministry of Education • N.G. Roegen Diploma, awarded by Academy of Economic Studies, for the contribute to scientific and economic research • Diploma of Excellence, awarded by the Senate of Academy of Economic Studies, for outstanding achievements in promoting the journal *Amfiteatru Economic*, internationally recognized by Thomson Reuters ISI listing • Certificate EU - PHARE - VET RO 9405 „Development of training standards, curriculum, training courses - "Commercial Agent" • Certificate, Training & Employment Authority, Dublin, Ireland.

Professional Affiliations: • Member of Associations and Foundations Advising Committee in Prime Minister, supporting Chancellery of Prime Minister • President – Consumer Protection Association „UniversCons” Buzău, • Member of European Association for Research on Services (RESER) • Member – Internationalen Gesellschaft für Warenwissenschaften und Technologie (IGWT).

Founder and chief editor of *Amfiteatru Economic journal*, journal of the Faculty of Commerce A.E.S. – Bucharest, indexed in the database Thomson Reuters - ISI Web of Knowledge, category Social Sciences Citation.